















## DID YOU EVER STOP TO THINK--

That merchandise that can stand persistent advertising makes an appeal which brings customer "take time" and time again.

Truthful advertising gives the public confidence--confidence in the merchandise and the concern that sells it.

Persistent advertising gains friends for a business. It proves that the advertiser has the right merchandise at the right price.

## Well Advertised Merchandise Is Superior In Every Way

Good advertising not only makes new customers, but encourages old customers to buy more.

Quality, persistently advertised, creates a desire that only possession satisfies.



THE ONLY WAY TO GET BUSINESS IS TO GO AFTER IT BY ADVERTISING. GETTING BUSINESS BY ADVERTISING IS EASY, CHEAP, AND SURE.

## Opportunity Flour Mills

DELIA

Opportunity Flour is always reliable, and is milled under expert supervision from wheat grown in your own district.

Opportunity Flour is high protein content, and contains value of 100 per cent.

When you buy your flour at the Opportunity Flour Mills you support a fine industry.

Custom Milling, Bran and Shorts added on sale.

**McKay & Gates**

PROPRIETORS

## Church Services

THE UNITED CHURCH OF CANADA

Rev. J. T. Gordon, B.A., Pastor

Sunday School - 10:30 a.m.

Worship - 11:00 a.m.

Prayer - 11:15 a.m.

Funeral - 11:30 a.m.

Marriage - 11:45 a.m.

Thanksgiving - Every second Sunday, 4 p.m.

Delia Inter-Denominational

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Local Grain Prices.

(By J. L. Allen, Alberta Pool Elevator)

Wheat (March 1937)

No. 1 Northern - 1.05%

No. 2 Northern - 1.05%

No. 3 Northern - 1.05%

No. 4 Northern - 1.05%

No. 5 Northern - 1.05%

No. 6 Northern - 1.05%

No. 7 Northern - 1.05%

No. 8 Northern - 1.05%

No. 9 Northern - 1.05%

No. 10 Northern - 1.05%

No. 11 Northern - 1.05%

No. 12 Northern - 1.05%

No. 13 Northern - 1.05%

No. 14 Northern - 1.05%

No. 15 Northern - 1.05%

No. 16 Northern - 1.05%

No. 17 Northern - 1.05%

No. 18 Northern - 1.05%

No. 19 Northern - 1.05%

No. 20 Northern - 1.05%

No. 21 Northern - 1.05%

No. 22 Northern - 1.05%

No. 23 Northern - 1.05%

No. 24 Northern - 1.05%

Taking the draft plan as far as possible at present, the first thing that strikes an observer is the fact that the establishment will mean destruction of many phases of the already existing industry of grain handling, for it will have to be re-organized the individual farmer's which is the only foundation indicated upon which to build Alberta credit.

It would appear that for the increase to receive wheat from farmers at day to price and have them to deliver to the bank, will still bring a profit on the grain exchange and the engagement of a highly paid industrialist upon the floor of the exchange to take care of the grain operations of the government. Another point made entirely from the expense of the business and staff at central points--all of which is to be remembered to be paid not in Alberta credit, but in Canadian currency out of provincial treasuries.

These matters of appointing paying agents at every elevator location, since the banks will not credit a provincial treasurer, who deliver wheat for government account will surely expect prompt negotiation of their grain tickets for cash at the Alberta credit service in fact that is available in the everyday cash grain business carried on by elevator companies.

Water Edithson left for Vancouver on Wednesday. Mr. Edithson had planned to proceed to the coast later this month, but his departure was hastened by a wife telling him that which is instead due by water mail.

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Miss Emma Edithson, of Hinton, Alberta, at present, the first thing that strikes an observer is the fact that the establishment will mean destruction of many phases of the already existing industry of grain handling, for it will have to be re-organized the individual farmer's which is the only foundation indicated upon which to build Alberta credit.

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A HEALTH SERVICE OF THE CANADIAN MARINE INSURANCE COMPANIES IN CANADA

FRESH AIR AND EXERCISE

In your child's health plan

Certainly not, but unfortunately

many children are being raised in

the house, where they are not

supplied with the health care

and forget the value of fresh air

True, every child, unless ill, plays

and uses a lot of energy.

But it is not a child if it is ill

and he is near his mother all the

time and spends his time playing in

the hot and stuffy kitchen, leaving

wherever the mother is working.

Every child should spend three

to five hours a day playing in the open

air, instead of the very hot, very

hot and stuffy kitchen.

Occasionally one sees the child

who is too active, plays too hard,

does not sleep well, does not eat

regularly and is nervous. This child

needs curbing in his activities and

should be made to take more rest.

When sleeping, the window of

the bedroom should be open to allow

for fresh air, though one must not

allow a direct draught on the child.

When the child is ill, the

bedroom should be aired while the

child is taken to another room.

Babies should sleep out of doors

during the day from one month

of age. This means that except when

being fed or changed the baby

spends the whole day in the open

air. The carriage should be placed

so that the wind does not blow

directly on the baby. After one is

accustomed to sleeping out, one

may gradually accustom him to

be out of doors in all except the

most severe weather (10 degrees

below zero or lower) if properly clothed.

For exercise, the infant should be

allowed to kick on the bed or

sit on the floor with no clothes

on, at last time and before bed

time at night.

Let us strive to give our children

healthy exercise, and above all make

sure that they get fresh air which

may so easily be had.

Questions concerning health, ad-

dress to Canadian Marine

Insurance, 184 College Street, To-

ronto, will be answered personally

by letter.

Domestic News of Statistics

(Issued March 16, 1937).

Registrations of Birth, Deaths and

Marriages, January, 1937.

The Dominion Bureau of Statistics

announces today the number of registrations

of births, deaths and marriages during

the month of January, 1937, in 27

provinces and territories. The total

registrations of births were 10,000 and

deaths were 1,000.

The total registrations of marriages

were 1,000. The total registrations of

deaths were 1,000. The total registrations

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Dom. Experimental Station  
(Weekly News Service)

To Ensure Proper Farming

Result

Most farmers have been told to plant for spring crops. The attention

which they receive through the news

and the press is generally directed to the

amount of the year's operations with

the result that the farmer is not

able to adapt to the requirements of

present and future conditions of 300

to 400 bushels of grain, with 400 to

500 bushels of grain, with 400 to

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